

HERAMED SIGNS LETTER OF INTENT WITH METRONOMIC TO DEVELOP MARKET LEADING POSTPARTUM CARE SOLUTION FOR US MARKET

- Metronomic and HeraMED has entered into an LOI to develop and implement an integrated postpartum care solution in the United States
- Postpartum care, and specifically mental health monitoring, has seen a significant increase in financial support through 2024 via expanded reimbursement programs in a number of US states.
- This commercial opportunity is expected to significantly grow as further states evolve their financial support of postpartum care services.
- Metronomic is a digital health startup focussed on building patient engagement solutions and services that improve clinical outcomes. Its first platform is a specialist maternity care platform and patient app, **Materno™**
- **Materno™** is currently deployed across multiple states and OBGYN groups in the US.
- HeraMED and Metronomic intend to collaborate to co-design and integrate postpartum care plans with Metronomic's care management solutions, financial reimbursement and billing capability, to offer a complete postpartum care solution for healthcare providers.

HeraMED Limited (ASX: HMD) ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of maternity care, is delighted to announce it has executed a Letter of Intent ("LOI") to enter into a commercial partnership with Metronomic Inc ("Metronomic").

Metronomic is a digital health company building remote monitoring, telehealth and patient engagement platforms and services. Materno™ is an OB Specific platform that has focussed on establishing a new digital care model for OBGYN clinics in the US. Materno™ is currently available in 14 OB practices and Managed Service Organizations (MSOs) across 10 states with an annual pregnancy panel within these groups of over 10,000 pregnancies.

Metronomic and HeraMED entered into this LOI to develop and implement an integrated postpartum care solution in the United States. Post partum care, and specifically mental health monitoring, has seen a significant increase in financial support through 2024 via expanded reimbursement programs in a number of US states.

As of April 2023, 31 states and the District of Columbia have extended Medicaid postpartum coverage to 12 months. If all states in the United States implemented this 12-month postpartum coverage extension, approximately 1.5 million people would have access to 12 months of postpartum coverage. Once states take up the option to extend coverage from 60 days to 12 months postpartum, they will continue to receive federal matching funds¹. In Florida for example, a care provider can receive up to US\$900 for providing

¹ <https://nashp.org/state-tracker/view-each-states-efforts-to-extend-medicaid-postpartum-coverage/>

mental health support for mothers in postpartum care for up to 12 months. This amount varies from state to state and can be up to \$3,000 over the 12-month period.

Through HeraMED's leading customer, Broward Health, mothers are now being onboarded to postpartum care plans with HeraCARE. To date, 3 different postpartum care plans are being utilised by Broward. HeraMED and Metronomic intend to explore bringing together their care plans in combination with the care management, financial reimbursement and billing capability within Materno™, to offer a complete postpartum care solution for healthcare providers. This commercial opportunity is expected to significantly grow as further states evolve their postpartum financial support.

HeraMED's Chief Executive Officer and Managing Director, Anoushka Gungadin, expressed her enthusiasm about the potential partnership, "Partnering with Metronomic to integrate key elements of both platforms into a market leading postpartum solution is incredibly exciting. The commercial opportunity within postpartum care is evolving incredibly quickly and by combining HeraCARE with the care management solution, billing and reimbursement capability of Materno™ into one integrated solution we will have an opportunity provide a market leading offering."

Metronomic's Chief Executive Officer and Founder, Dr Sujith Krishnan, commented, "We look forward to partnering with HeraMED to advance the digitalisation of maternity care and specially focussed on evaluating the standard of care for mothers in postpartum. We are excited by this partnership and the potential to work with HeraMED to build a market leading offering in postpartum care."

About the Letter of Intent

Under the LOI HeraMED and Metronomic will collaborate on the following key terms:

- Develop a plan to integrate postpartum care plans with Materno™'s care management solution, billing and reimbursement capability to establish complete postpartum care offering;
- Joint development of a comprehensive 12-month postpartum care program as mandated in the United States integrated with billing, reporting and reimbursement;
- Determine and agree upon the revenue model (including revenue sharing) between the HeraMED and Materno™; and
- Designing of an integrated reimbursement model which meets the requirements of care providers to be able to utilise Medicaid and Medicare funds to support their care models.

The Parties shall undertake the following marketing activities targeting the postpartum market:

- Identification of key stakeholders and potential partners; and
- Development of a go-to-market strategy for the United States healthcare system.

The parties agree to the following timelines in connection with the LOI:

- By Q1 of 2025, a detailed business plan to commercialise this integrated postpartum solution will be agreed and established; and
- The execution of Formal Documentation to be completed by end of February.

This LOI is non-binding and either party can terminate this agreement by providing 3-month notice

The company will provide further updates as the partnership progresses from LOI to a definitive agreement.

ENDS

This announcement has been authorised by the CEO and Managing Director of HeraMED Limited.

**HeraMED Limited
Managing Director & CEO**

Anoushka Gungadin
M: +61 431 131 649
E: anoushka@hera-med.com

CFO & Company Secretary

Cameron Jones
T: +61 400 086 399
E: cameron.jones@bio101.com

Chairman

Tim Chapman
T: +61 419 897 062
E: tchapman@claritycap.com.au

For more information about HeraMED and Metronomic, please visit their respective websites.

About Metronomic:

Metronomic is a digital health startup building innovative patient engagement, telehealth, remote monitoring and care management solutions and services that are changing the paradigm of remote care and service delivery. Materno™ the OB specific care delivery platform created by Metronomic allows OBGYN clinics to offer integrated remote monitoring and care management services as an extension of the OBGYN clinic.

About HeraMED Ltd:

HeraMED is an innovative medical data and technology company leading the digital transformation of maternity care. With its proprietary platform, HeraMED is revolutionizing prenatal and postpartum care, offering expectant mothers and healthcare providers a comprehensive, data-driven, and highly personalized care experience.

For personal use only